



RFP (Request for Proposal): Overview

Digital Agency, Peloton

With over 1 million members in the US, Peloton is revolutionizing fitness through its unique combination of hardware, software, and content. Peloton has a very clear consumer target, global brand positioning, and creative ethos which has been brought to life with TV lead campaigns mainly supported by more traditional media (radio, OOH and direct) and basic social and digital advertising. With the expansion of the Peloton app, launch of Peloton Tread and consistent growth of Bike, we are looking for a specialist digital agency to help develop our marketing efforts further in the social and digital space. This work will be done with partnership from the ATL agency and Peloton marketing leadership team based in New York.

Background

Since its launch in 2014, Peloton has sold hundreds of thousands of bikes in the U.S., through an immersive home indoor cycling experience that changes the way people think about fitness. With explosive growth over the past 4 years Peloton has now expanded its verticals to include 'Peloton Tread' and 'Peloton Digital'. Tread offers classes including total body circuit training, walking, running and floor providing the best total body workout using state of the art Peloton equipment from the comfort of your home. 'Peloton Digital' provides an all-access pass to up to 20 live studio classes daily with a mix of cycling, running, bootcamp, floor and outdoor workouts anytime from anywhere using via IOS, Android or onepeloton.com.

Objective

We are looking for an agency to partner with us to develop best-in-class marketing for 'Digital' (app), 'Bike' and 'Tread' within the digital space that will deliver against full-funnel business objectives from broad awareness through to conversion and new customer acquisition. The digital agency will be responsible for building out digital and social strategy, 'always-on' paid content and creating digitally lead activations and assets to support 360 degree integrated marketing campaigns for each of the products, while considering the overall Peloton brand and how these live together as a portfolio.

Role and Responsibilities

You have been invited to participate in this Request for Proposal (RFP) because your agency has been identified as having the potential capability to meet our requirements in this area of business, from digital strategy, through to creative development, production, reporting and optimization. Peloton operates in a fast, nimble and entrepreneurial environment. Timeline parameters, and our work style, are the same expectations of our agency partners, throughout and beyond the RFP process.



Agency Specific Deliverables:

PRIOR TO PITCH BACK (please send 1 week prior to pitch-back session)

- General Portfolio & digital capabilities. Relevant case studies no more than 18 months old to be submitted
- Bios of the core team and talent that will be working on our business and their background
- Overview of production process and capabilities for digital content (shoots/ video content / animation / design /UX / tech build and development)

NOTE: Expect the talent on Peloton account team to be best-in-class. These individuals should attend the in-person pitch back presentation & confirm they would be assigned to the Peloton account

IN PERSON PITCH BACK SESSION (Full brief to be shared once engaged)

- 2-3 break-through campaign ideas that address a specific campaign brief (brief to be provided)
 - Include social and digital content examples that are optimized for the specific platform and consumer mindset. (inclusive of, but not limited to Facebook and Instagram).
 - Demonstrate your approach to digital production, as well as ways of working with media and creative agencies and internal creative teams.
- Strategic approach to extending an existing core campaign idea beyond TV (TV write-up & scripts to be provided)

Milestone 1: Email RFP questions by (1/14)

- Share questions via email based on RFP, consumer insights, and campaign brief. Responses will come from Peloton via email.

Milestone 2: 1 hour call (w/o 1/28)

- Come prepared to spend 30 minutes reviewing capabilities/background (we want to get to know you);
- 30 minutes discussing how you'd work with Peloton's internal team and be prepared to discuss the overall objectives/thought starters laid out above.

Milestone 3: Email submission (1 week prior to in-person pitchback)

- General Portfolio & Capabilities (per roles and responsibilities section)
- Bios of the core team (per roles and responsibilities section)
- Overview of agile, efficient, budget-appropriate production process fitting to digital production requirements.

Milestone 4: In person presentation (w/o 2/11)

- Present agency pitch-back in a formal presentation to Peloton cross-functional leadership teams.



Peloton key messages + information:

Brand background:

Peloton uses technology and design to connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime. Peloton offers the very best of fitness and tech via its innovative **Bike, Tread and Digital** platforms, which bring members the best workouts possible, all from the convenience of their own homes.

The Peloton Bike:

The Peloton bike is your very own private cycling studio, allowing people to take live and on-demand group fitness classes from the comfort and convenience of their own homes led by elite NYC instructors. Equipped with a 22-inch HD touchscreen, the bike gives you instant access to classes, performance tracking metrics and a motivating real-time leaderboard. With up to 14 live rides streamed daily and over 8,000 classes on-demand, the Peloton experience is immersive, socially connected and entertaining.

The Peloton Tread:

The Peloton Tread is your own private full body fitness studio, allowing people to take live and on-demand group fitness classes from the comfort and convenience of their own homes led by elite NYC instructors. With up to 10 daily live classes and thousands on demand, the Peloton Tread will offer classes including total body circuit training, walking, running and floor. With a combination of cardio and strength content, all streamed via a 32" touchscreen, the Peloton Tread is a portal into the best total body workout you can get at home.

Peloton Digital:

Peloton Digital provides an all-access pass to up to 20 live studio classes daily with a mix of cycling, running, bootcamp, floor and outdoor workouts via IOS, Android and onepeloton.com. Members can explore an ever-growing library of live and on-demand studio classes taught by elite NYC instructors and immerse themselves in the live studio experience any time. They can simply filter through thousands of classes by type, instructor, length and more, as well as track and celebrate progress with the activity calendar and view each class plan before they start sweating.

Immediate Next Steps:

If you are interested in submitting a proposal for the Peloton digital business, please sign and email the NDA & non-compete agreement by **1/08** and we will share the full briefing document for the pitchback. Please also share availability for the Milestone 2 call by this date 1/11.

Please feel free to reach out to Kate Owens, Senior Brand Manager at Peloton with any questions at kate.owens@onepeloton.com